Influence of Storytelling in Advertising on Purchase Intentions of Millennials - A Study of Jewellery Brands in Delhi - NCR

Synopsis of the Research Proposal

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Abstract:

Storytelling in advertising has emerged as a powerful strategy for brands to connect with consumers on emotional and cultural levels. This study examines the influence of storytelling on the purchase intentions of Millennials in the context of jewellery brands in Delhi-NCR. Millennials, as a consumer group, represent both traditional values and modern aspirations, making them highly responsive to narrative-driven advertising. The research adopts quantitative research approach whereby a structured survey of 300 respondents will be conducted to capture quantitative insights. For this purpose, different tools will be made use of. This will help to evaluate the impact that storytelling has on the various dimensions, such as - emotional appeal, cultural influence and authenticity, which ultimately affects consumer purchase intentions. This study will then try to find out the possibilities of how jewellery brands can combine traditional cultural folklore with modern threads. The modern world speaks volumes about individuality and empowerment of both genders. This also reflects in their ads and products now. It is expected that the findings will contribute to the advertising literature by bringing to light the role storytelling has in shaping the Millennial consumer's behavior. A more practical insight for jewellery marketers will be made available. That will help them to design campaigns that are more engaging and culturally relevant.

Introduction: Storytelling' role is very crucial in human communication. Our forefathers used storytelling in shaping the minds, thought process and beliefs, of the young ones in the family. Different techniques of storytelling were used in Folklore and passing family traditions. This makes it interesting and understandable and easily recalled by the younger generations. Advertising took advantage of this age-old practice and adapted the use of storytelling for brand promotions. This new trend emerged as a convincing communication technique that engages and grips both the young and not so young audience. Storytelling ads build trust and foster long-term term brand relationships. While traditional advertisements often rely on logical and fact-based appeals, storytelling on the other hand creates more captivating experiences. It weaves together cultural and emotional elements that consumers personally relate to. When an emotional connection is built, it many a times plays a decisive role that shapes the purchase intentions of the consumers, as in the case of - Millennials.

A rich ground, full of business opportunities is provided by the jewellery industry in India. This makes it easier to carry this study here. Traditionally jewellery was considered to be a luxury commodity, which was either passed from mother to daughter or daughter-in-law, or the purchase of which was reserved for a special occasion, namely weddings, special events, celebrations, festivals, the arrival of a new one and the like. More jewellery a person had meant

that he carried more weight socially. This practice is accepted and practiced even today. Modern jewellery is advertised by the brands, by adopting storytelling approaches. These approaches are contemporary in nature and emphasis more individuality and empowerment. They also promote modern lifestyle aspirations. This hits a chord with the millennials. Delhi and NCR is the hub of business and employment opportunities. This region houses many millennials, who come here with dreams of making it larger in life than their hometowns. These millennials have a substantial disposable income to spend. They also do not shy away from making bigger purchases. Millennials also have a good amount of exposure to the digital world. They seek out peer and family feedback and reviews. The millennials are a great mix of tradition, modernism and income, making them a good choice for this study.

The jewellery market in India is highly specialized, niche and competitive in nature. This makes it essential for the brands that sell or advertise jewellery to adopt and employ strategies for their ads that are innovative and are not just talking about a product, it's quality and price mechanically. Storytelling in advertising, whether it is deep seated in tradition or modernism, can build brand distinctiveness, influence consumer sentiment and perceptions, and foster customer connection. There hasn't been much academic research in India on how Millennials perceive and react to storytelling in the jewelry industry. Earlier studies looked at storytelling in different areas, such as luxury brands, digital marketing, and digital entrepreneurship but there is still a lack of studies comparing traditional narratives and modern narratives.

Therefore, this study titled "**Influence of Storytelling in Advertising on Purchase Intentions of Millennials - A Study of Jewellery Brands in Delhi - NCR"** aims to investigate the influence of storytelling in jewellery advertising on the purchase intentions of Millennials in Delhi-NCR, considering different dimensions like emotional and cultural. By undertaking quantitative surveys, the research will provide a comprehensive understanding of how traditional and modern narrative strategies impact consumer engagement, brand perception, and buying decisions. The findings are expected to offer theoretical contributions to storytelling and consumer behavior literature, while also providing practical guidance for jewellery brands seeking to craft narratives that genuinely resonate with Millennial audiences in a traditional-rich, yet evolving, urban market.

Conceptual Definitions of Constructs

To anchor the investigation, the following core constructs are defined:

Advertising - is a paid, non-personal form of communication used by businesses, organizations, or individuals to promote products, services, ideas, or causes to a target audience. It is carried out through various media channels, such as television, radio, print, digital platforms, outdoor billboards, and social media, with the objective of informing, persuading, or reminding consumers to influence their attitudes, preferences, or purchasing decisions.

Purchase Intention - (also called Buying Intention) refers to the likelihood or willingness of a consumer to buy a product or service in the future.

It shows a customer's intended or likely buying behavior or habits, influenced by their needs, likes, attitudes, how they view brands, and factors like advertising, recommendations from friends, or special price deals.

Millennials:

- **Digitally sound** - Have grown up during the time and rise of the internet, mobile / smart phones, and social media.
- **Driven by Education and Competition** - they are generally considered one of the most educated generations, who have high regards for knowledge and education.
- **Look up to experiences and core memories** - they often prefer experiences (like travel, food, or events) over purely material possessions.
- **Technologically sound and updated** - they rely on online reviews, digital ads and recommendations from peers for their purchase decisions.
- **Care about society and Environment** - they tend to support brands that are ethical, eco-friendly and are socially responsible.
- **Age as on date (2025):** Millennials are about 29 to 44 years old.

Framing the Problem: Jewellery advertising in India has traditionally focused on product features such as purity, price, and design. However, Millennials in Delhi-NCR, a highly brand-conscious and emotionally driven consumer group, seek deeper connections with brands. Conventional advertising often fails to influence their purchase intentions. Even though Storytelling as a technique is quite often used in Advertising, there is not much noted in terms of how useful this technique is in Advertising of jewellery brands. Or whether one can extract the maximum benefit out of it, in terms of repeat customers, brand recall in customers and preference over other brands.

This study explores key questions:

- How do Indian jewellery brands in Delhi & NCR use storytelling in their advertising strategies?
- To what extent does storytelling in jewellery advertisements influence the purchase intentions of Millennials?

- How do Millennials respond differently to traditional cultural storytelling versus modern/contemporary storytelling in jewellery ads?
- What practical recommendations can be drawn for jewellery brands to design storytelling-driven marketing strategies that resonate with Millennials in Delhi & NCR?

By addressing these, the research aims to explore how storytelling elements influence the emotions and purchase intentions of millennials. It will provide insights into consumer perceptions, measure the effectiveness of narratives in jewellery advertising, and suggest ways to integrate cultural and lifestyle stories into campaigns. This will not only fill a research gap but also guide jewellery brands in creating more engaging and impactful advertising strategies.

2. Literature Review

Sapre and Longani (2024) - examined storytelling in digital marketing and identified three key elements that strengthen brand loyalty: emotional connection, authenticity, and cultural relevance. Emotional connection draws audiences into the story and makes them feel personally invested. Authenticity builds trust by sharing genuine, relatable brand values. Cultural relevance ensures stories resonate with the audience's background and values. The study emphasized that successful storytelling must balance emotional appeal with honesty and cultural sensitivity to truly connect with consumers.

Mavilinda, Putri and Nazaruddin (2023) - analyzed storytelling marketing's influence on customer engagement and purchase decisions among Instagram users. Their study demonstrated that storytelling marketing significantly improves customer engagement but does not directly influence purchasing decisions. However, customer engagement itself strongly and positively impacts purchasing decisions, effectively mediating the storytelling and purchase relations. Utilizing a sample of 200 Instagram-active respondents aged 17 and above, the researchers employed Structural Equation Modeling (via AMOS) to analyze their data. This work offers both theoretical insights and practical guidance for marketers aiming to create engaging storytelling content that ultimately drives consumer action.

Kim, Park and Park (2018) - explored how storytelling marketing affects airline brand image and brand attitude. Using a structural equation model with 488 valid survey responses, they found that both emotional and cognitive reactions to storytelling significantly enhance brand image and positively shape brand attitude. The authors concluded that storytelling is a powerful tool for airlines to create favorable consumer perceptions and attitudes. They emphasized that airlines should use emotionally engaging and mentally stimulating narratives to stand out in the

competitive market. However, they noted the study's limitations, such as focusing only on Korean respondents and not differentiating among types of storytelling marketing.

Priya, Vinutha, Sudha, Vipanchi (2022) - explored storytelling marketing's influence on brand management in India through a conceptual literature-based analysis. The paper highlights storytelling as a powerful tool for creating emotional and memorable connections with consumers, which is vital in today's competitive marketplace. It underscores that 92% of consumers prefer ads that feel like stories, and narrative-driven messaging ranks second only to data in influencing consumer decisions. The study emphasizes both strategy and emotion, the authors argue that brands should craft authentic narratives rooted in their mission and involve consumers as part of their storytelling journey. While offering valuable insights for marketers, the paper also notes the lack of empirical validation and calls for further research specific to the Indian socio-cultural context.

Madura and Nowacki (2018) - explored how storytelling boosts advertising effectiveness through a literature-based, cognitive-critical analysis. They found that narrative ads significantly enhance ad awareness, perceived quality, attitudes toward ads, purchase intentions, and engagement as compared to ads that merely list product features, demonstrating storytelling's clear advantage over traditional advertising methods. Their paper outlines key elements for effective storytelling, such as a credible core, entertainment value, uniqueness, simplicity, and cohesive brand persona. Although there is a lack of research on visual or linguistic storytelling styles, especially within the Polish market, and calls for more empirical investigation of consumer responses across media and demographic segment.

Roundy (2014) - This study investigates how storytelling serves as an effective communication strategy for social entrepreneurs, examining how narrative and emotional storytelling can connect with stakeholders. Using an exploratory, partially inductive design, the researchers conducted 62 semi-structured interviews, engaged in ethnographic observation at social entrepreneurship events, and reviewed practitioner literature, with data analyzed through qualitative coding. They discovered that stories, especially those about beneficiaries, can spark strong emotional responses in stakeholders, helping capture attention, build connections, and motivate action. Social ventures with direct-benefit models, where benefits go directly to beneficiaries, proved more effective in delivering emotional stories, especially when combined with a well-communicated business model.

Pankiw, Phillips, and Williams (2023) - examined the use of CSR and femvertising in luxury jewelry advertising through content analysis and interviews. The findings revealed that:
• Only 3% of luxury jewelry ads contained CSR messages, while none included femvertising.
• CSR acts as a "push" factor by reducing consumer guilt and motivating purchases.
• The Luxury Brand CSR Advertising Strategies model identified four pathways: ethical sourcing, cause-related marketing, product care and quality signals, and authentic consumer relationships.
• Femvertising was found effective for differentiation and building brand authenticity, though some consumers were indifferent to CSR.

The study emphasized that CSR and femvertising can differentiate brands but must remain authentic and aligned with brand values to avoid skepticism.

Joshi, Domb, Chanda and Bais (2022) - examined how storytelling advertisements influence consumer purchase intentions using a survey of 150 participants. Through factor analysis and regression, they identified six key factors: irritation, word of mouth (WOM), entertainment, memorability, informativeness, and time duration. The findings revealed that WOM, entertainment, memorability, and time duration significantly boost consumers' intention to buy, while irritation and informativeness showed no notable impact. Practically, this suggests marketers should prioritize crafting storytelling ads that are entertaining, memorable, efficient in length, and encourage social sharing. However, the study is limited by its small sample size and the inclusion of only four storytelling ads.

Rana, Chauhan and Bhatia (2023) - Reviewed the Indian gems and jewellery market, highlighting its substantial economic value: contributing about 7% of GDP and roughly 16% of merchandise exports. Consumer behavior is shaped by product quality, design, price, brand reputation, and after-sales service, with evolving preferences towards lightweight, fashionable jewellery, hallmarking, and immersive retail experiences, especially through virtual tools and e-commerce platforms. Demographic insights reveal that women, particularly during weddings and festivals, demand more, while income level and urbanization influence buying patterns. Marketing strategies must adapt using social media engagement, personalized experiences, and quality assurances. The research calls for further study into the impact of design trends, advanced manufacturing technologies, and consumer experience across diverse cultural contexts, highlighting the dynamic nature of India's jewellery market and the need for responsive retail approaches.

Moideen, Khan and Sreeranganandhan (2012) - emphasized that consumer purchasing behavior in Kerala's gold ornament market is influenced by an integrated mix of product, price,

place, and promotional strategies. It revealed that product quality, innovative designs, hallmarking, and purity checks are central to building consumer trust, while discounts and gold saving schemes improve affordability and purchasing ease. The findings also noted strong loyalty towards preferred jewelers, often sustained for years, with location convenience playing a role in repeat purchases. Promotional strategies, particularly advertisements and festive offers, were identified as powerful drivers of buying decisions, with variations observed across rural and urban consumers. The authors stressed the importance of continuous market research and the adoption of innovative, customer-oriented strategies to sustain competitiveness and leverage emerging opportunities in this growing retail sector.

Williams and Heo (2022) - examined how storytelling in sport product advertisements influences consumer purchase intentions, focusing on signature sneakers. It compared athlete-based stories, product-based stories, and bullet-point information, finding that narrative-driven ads were more persuasive than factual lists. Product involvement was also tested as a moderator, showing a strong direct effect on purchase intention but only limited, inconsistent moderating influence. Through two experiments, results confirmed that storytelling, whether centered on athletes or products, enhanced consumer interest and intention to purchase. The authors highlighted practical implications for sport marketers, suggesting that narrative strategies can effectively engage diverse audiences regardless of their level of product involvement.

Belova (2021) - examined the growing use of storytelling in advertising and branding within the fashion industry. It highlighted how advances in Information Communication Technologies (ICT) and the effects of the COVID-19 pandemic accelerated digitalization and reshaped marketing strategies. While traditional promotional methods lost ground, fashion and luxury brands increasingly turned to storytelling to create stronger emotional bonds with consumers. The authors emphasized the importance of multimodal storytelling, integrating visual, textual, and auditory resources, to produce persuasive narratives. Drawing on examples from Chanel, Dior, and Mercedes-Benz, the study showed how fashion marketing evolved into digital-first experiences, such as online fashion shows and virtual product launches. Grounded in Multimodal Discourse Analysis and Narrative Studies, the paper concluded that multimodality presents both opportunities and challenges for brands seeking to design engaging and memorable consumer experiences.

Belova (2025) - analyzed symbolic storytelling in luxury jewelry brands such as Cartier, Tiffany, Boucheron, Van Cleef & Arpels, and Harry Winston, using digital campaigns and website data (2024 - 2025). It identified multiple types of symbols: logos as markers of exclusivity, culture-specific motifs (e.g., Russian domes, Chinese dragons, Indian elephants),

brand-specific icons (e.g., Cartier's panther, Tiffany Blue, Boucheron's Wladimir), and symbolic jewelry pieces (e.g., Cartier's Love bracelet, Tiffany's Lock). Natural, cosmic, and emotional motifs, along with historical figures like Alberto Santos-Dumont and cultural icons like Audrey Hepburn, further enriched brand narratives. It was concluded that these symbolic resources, embedded in digital storytelling, enhance brand identity, convey complex meanings, and strengthen consumer engagement.

Kemp, Porter, Anaza and Min (2020) - investigated how small businesses can use storytelling in online environments to enhance customer engagement and drive business outcomes. Drawing on qualitative interviews with small business owners and quantitative analysis through structural equation modeling, the authors found that story content creation and emotional content foster personal connections with customers, which in turn promote engagement. User-generated content (UGC) was shown to moderate these relationships, strengthening the impact of storytelling on connection. The findings indicated that engagement contributes to improved social commerce sales and reputation management. The authors recommended that small businesses prioritize emotional storytelling, encourage UGC, and build personal connections to maximize online engagement and growth.

Jan C. L (2020) - discussed the growing role of storytelling in marketing and management and proposed a narratological framework to analyze and create effective business stories. Drawing on narrative theory from literature, linguistics, and psychology, the author identified three core dimensions of storytelling, that is, plot, character, and style. The author then developed a practical blueprint for constructing narratives. The study emphasized the need to align stories with brand identity and values, offering a structured approach for integrating storytelling into business contexts. While acknowledging the need for empirical validation, the author concluded that applying narratological theory can enhance both marketing communication and management practices.

Korzh and Estima (2022) - explored the role of storytelling as a marketing tool in personal branding. Drawing on nine interviews with professionals from diverse fields, the authors found that authenticity is central to building a strong personal brand, while both social media and face-to-face interactions serve as key channels. Storytelling emerged as an essential strategy, enabling individuals to differentiate themselves and create meaningful connections. The study concluded that although everyone possesses a personal brand, consciously developing and promoting it through consistent storytelling can enhance opportunities. The authors noted limitations such as the small sample size and recommended further research into generational differences in the perception of personal branding and storytelling.

Mohamed, Adawy and Donia (2024) - discussed the role of storytelling in advertising design to enhance brand value. The authors highlighted video advertising, particularly on social media, as a powerful form of visual storytelling and outlined the three stages of video production: pre-production, production, and post-production. A classification of storytelling, that is, real-base storytelling, modified processed storytelling, and new story creation, was proposed to link narrative design with marketing strategy. Case studies of Nike's Here's to The Great Ones and Dove's Reverse Selfie illustrated how storytelling generates engagement, persuasion, and inspiration. The study concluded that stories contribute to brand awareness, associations, perceived quality, and loyalty, thereby strengthening overall brand equity.

Dias and Cavalheiro (2021) - explored the role of storytelling in creating brand love, using PANDORA as a case study. Drawing on in-depth semi-structured interviews with 20 loyal customers, the authors examined how storytelling in both marketing communications and product design fosters emotional bonds with consumers. The findings indicated that storytelling enhances brand identification, emotional attachment, and self-expression, while the symbolic dimension of PANDORA's products allows customers to embed personal stories into jewelry pieces. The research further showed that brand love leads to loyalty, positive word-of-mouth, willingness to pay a premium, and active customer engagement. The authors proposed storytelling as a new antecedent of brand love, emphasizing its integration into both communication and product design.

Desouky (2020) - discussed visual storytelling as an effective marketing approach for advertising, defining it as the strategic use of images, graphics, and videos to engage audiences, evoke emotions, and motivate action. Tracing its evolution from ancient forms to digital platforms, the authors identified four key principles of effective visual storytelling: authenticity, sensory appeal, archetypes, and relevancy. Techniques such as visual metaphors, color psychology, familiar imagery, and narrative sequencing were highlighted as tools to simplify complex messages and enhance memorability. Case studies, including Volkswagen's *Park Assist* and McDonald's *Wi-Fi* ads, illustrated practical applications. The study concluded that visual storytelling fosters emotional connections, improves information retention, and drives stronger audience engagement, making it a powerful tool for contemporary advertising.

Chandra (2025) - explored the influence of storytelling in advertisements within the Indian context, focusing on both psychological and cultural factors. The author noted the rapid growth of digital advertising, projected to exceed 50% of total ad spend by 2025, alongside increased attention to rural markets and regulatory challenges. Drawing on consumer psychology, the

paper highlighted the roles of perception, motivation, learning, beliefs, and attitudes in shaping advertising effectiveness. It further emphasized cultural narratives, such as family bonds, festivals, traditions, regional diversity, and mythological references, as central to connecting with Indian audiences. Case studies of campaigns by Vicks, Google India, Fevicol, Surf Excel, Tanishq, Amul, and Bajaj illustrated how integrating psychological insights with cultural elements fosters emotional resonance, brand loyalty, and advertising success.

Jaggi and Bahl (2017) - investigated the role of advertisement appeals in driving brand and customer loyalty within the jewelry sector. Using data from 200 respondents in Punjab's Doaba region and applying multiple regression analysis, they examined five appeal types: pleasant, emotional, sex, humor, and bandwagon. The study found emotional and pleasant appeals consistently enhanced both brand and customer loyalty, while sex appeal had mixed effects, positive for brand loyalty but negative for customer loyalty. Their findings underscore the cultural sensitivity required in jewelry advertising and highlight appeals as critical levers for loyalty-building strategies.

Author(s) & Year	**Focus Area**	**Key Insights on Jewellery**
Pankiw, Phillips & Williams (2021)	CSR & Femvertising in Luxury Jewellery Ads	Jewelry ads emphasize on social values and female empowerment, in addition to their luxury appeal.
Rana & Chauhan (2023)	Consumer Perception & Behaviour in Indian Gold & Diamond Market	Consumers see jewelry as both an emotional purchase, reflecting on status and tradition, and a financial investment.
Moideen, Khan & Sreeranganadhan (2022)	Marketing Strategies in Indian Gold Ornament Market	Jewelry brands employ advertising, promotions, and relationship marketing to establish trust and influence buying decisions.
Dias & Cavalheiro (2022)	Storytelling in Jewellery Branding (Pandora Case)	Storytelling in jewellery ads creates brand love and emotional connection and strengthens consumer loyalty.

Author(s) & Year	Focus Area	Key Insights on Jewellery
Jaggi & Bahl (2017)	Ad Appeals & Jewellery Brand Loyalty	Emotional and attractive advertising in jewellery advertising promotes brand loyalty more strongly than product-related advertising.

3. Present Study

3.1 Problem Statement: Storytelling has always been a way for people to share culture, family history and traditions. Today it is also used in marketing and advertising. It helps connect the product with the consumer. This connection creates the desire to buy. The jewellery market in Delhi and NCR is very competitive. Millennials are a strong consumer group in this region. Earlier, advertising only gave information in a direct way. Now, it is changing with storytelling. Jewellery was once seen only as an ornament or investment. Now it is seen as luxury, power, independence, culture and love. Storytelling in jewellery ads can touch both emotions and culture. This can make advertising more effective.

The challenge for jewellery brands is to find a good mix of traditional and modern storytelling. This will enhance the consumers' attention. Despite storytelling already being used in advertising, there is limited research on how storytelling influences jewellery consumption in India.

This study therefore examines the impact of storytelling in jewellery advertising on the purchase intentions of millennials in Delhi-NCR, with a focus on how different narrative approaches (traditional vs. modern) impacts consumer attitudes and purchase decisions.

3.2 Significance / Rationale of the Study: Families and individuals have always purchased jewelry on various occasions, important life events, marriages functions and the like. Brands have been advertising their products and services and, in this case, jewelry, for years now. Advertising for jewelry has been either in print media or digital advertisements that stated facts, without many emotions attached. This is now changing and evolving, and people have started using storytelling as a medium for advertising for their products and services and even for different jewelry brands.

However, there is a lack of research on how effective storytelling advertisements in the jewelry market are specially in the Delhi NCR region. This study and its result will benefit in building literature to understand the importance of storytelling in jewelry advertising and its

relationship with the purchase intentions of the consumers. This study and its result will also benefit the jewellery brands, advertising agencies and organizations to understand how important it is to employ and adapt storytelling in their advertising for jewelry brands for enhancement of the brand's appeal, brand recall and sales enhancement.

3.3 Objectives of the Study:

1. To examine the role of storytelling in the advertising strategies of Indian jewellery brands in the Delhi & NCR region.
2. To analyze how storytelling influences the purchase intentions of Millennials in Delhi & NCR towards jewellery.
3. To explore Millennials' responses in Delhi & NCR to traditional cultural storytelling versus contemporary/modern storytelling in jewellery advertisements.
4. To provide actionable insights and recommendations for Indian jewellery brands to design storytelling-driven marketing strategies that effectively target Millennials in the Delhi & NCR market.

3.4 Hypotheses:

H_1: Storytelling plays a significant role in the advertising strategies of Indian jewellery brands influencing customer perception in the Delhi - NCR region.

H_2: Storytelling in jewellery advertisements significantly influences Millennials' purchase intentions in Delhi - NCR.

H_3: There is a significant difference in Millennials' responses to traditional cultural storytelling versus contemporary/modern storytelling in jewellery advertisements.

H_4: Storytelling driven advertising strategies significantly influence brand image among Millennial customers in Delhi – NCR in jewellery market**.**

4: Methodology

4.1 Research Design

This study uses quantitative research design. It will examine how storytelling in advertising affects millennials' purchase intentions in Delhi-NCR for jewellery brands.

The study may also include talking to jewellery brands and consumers. It will check how traditional and modern storytelling influence emotions, cultural connection, and brand image.

Research Approach:

- To measure millennials' knowledge, awareness, engagement, and brand recall in jewellery advertising.
- To find out their perception of storytelling in jewellery ads.
- To study the link between storytelling and purchase intentions.
- To see how millennials understand traditional and modern storytelling.
- To examine how modern storytelling affects their buying decisions.

Framework:

- Structured questionnaires will be used to measure the effect of storytelling on millennials' emotional engagement, brand trust, and purchase intentions for jewellery in Delhi and NCR.
- Quantitative analysis will be done to understand the link between storytelling and purchase intention.

4.2 Sampling Strategy and Participants

Sampling Method:

- A non-probability purposive sampling will be used to select millennials who know about jewellery brands and their ads.
- A snowball method will also be used to reach more millennials with similar interests and backgrounds.

Criteria for inclusion in the research or Inclusion Criteria:

- Individuals who are millennials and are residing in Delhi and NCR.
- Millennials who have seen jewellery ads on social media, digital platforms, or traditional media.
- Individuals who have bought jewellery or shown interest in it in the past two years.

Criteria for non-inclusion in the research or Exclusion Criteria:

- Individuals who are not millennials or reside outside Delhi-NCR.
- Individuals who have no prior exposure or experience to jewellery advertising or brands.
- Participants who choose not to provide full responses.

Sample Size:

- Quantitative: Approximately 300 respondents - millennials, to ensure statistical reliability.

The sample size was set at 300 respondents, derived from Cochran's formula (95% confidence, 6% margin of error ≈ 267) and rounded up to 300 to account for non-responses and ensure balanced group comparisons.

4.3 Data Collection Methods

- Quantitative: Structured questionnaires capturing storytelling dimensions (emotional, cultural, modern), engagement levels, brand trust, and purchase intentions.
- Secondary Sources: Industry reports, academic studies, and case studies of jewellery marketing and storytelling campaigns to provide contextual grounding and benchmark insights.

4.4 Research Gap

- Delhi - NCR Millennials Remain Underexplored - Delhi - NCR presents a unique Millennial segment deeply rooted in tradition yet highly influenced by modern trends. Academic literature lacks focused studies on what type of storytelling (cultural, modern, hybrid) most effectively drives brand recall or purchase behaviors.
- Lack of Empirical Comparison Between Storytelling in Jewellery Advertising and Influence on Purchase Intentions.

5: Data Analysis and Interpretation

- Quantitative Analysis: Using Statistical tool for descriptive statistics, correlation analysis, and regression testing to evaluate the relationship between storytelling elements and that of purchase intentions.

6. Limitations

- Biasness or self-response: The people taking part in the survey and interview may be under societal pressure and give answers that suit them but may not be correct. They may not be able to recall ads or may say they purchase jewellery but may not have done so.

- Proportional Sample: By using non-probability purposive and snowball sampling it may limit the applicability beyond the Delhi-NCR Millennials.
- Frequency Caping or Impression Capping: Exposure to different media, may bring about a difference in brand awareness, brand recall and brand familiarity, thus resulting in influenced responses.
- The Reach and Scope: As this study focuses exclusively on jewellery brands in Delhi-NCR region, it may not be able to capture the regional variations in storytelling preferences across India.

7: Work Plan of the Research

This research titled "Influence of Storytelling (in Advertising) on Purchase Intentions of Millennials - A Study of Jewellery Brands in Delhi - NCR" is planned over 36 months, divided into phases:

Proposed Time Frame	Milestone
Dec 2025	Systematic Review of Literature
Jun 2026	Publishing 1st research paper, Preparation of survey
Dec 2026	Survey and Data Collection Publishing 2nd research paper
May 2027	Data Sorting, Analysis and Interpretation
Aug 2027	Compilation and submission of thesis

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